Marked up version of current claims:

1. (amended) A computer implemented modeling ~~value analysis~~ method, comprising:

organizing business data by enterprise into ~~capturing transaction data concerning a business;~~ ~~dividing at least a portion of~~ the data ~~into three~~ components of value and two or more elements of value where at least one element of value is intangible; identifying value drivers by ~~and each~~ element of value that are causal to changes in the components of value for each enterprise, ~~contains one or more items, and~~ summarizing ~~modeling the business as a function of~~ the value drivers into composite variables by element of value and enterprise; and

modeling the ~~different~~ components of value using said composite variables to determine the value of ~~and the items within~~ the elements of value to the business by enterprise ~~provide a value for the elements of value~~.

2. (amended) The modeling method of claim 1 wherein modeling the components of value for each enterprise further comprises: ~~(amended) A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 1.~~

using composite variables as inputs to a series of predictive component of value models where the output from the series determines the relative weighting for each element of value for each component of value;

capitalizing the component of value forecasts; and

calculating the value of each element of value to an enterprise with the value equaling the sum of the product of the weighting factor for each element of value and the capitalized component of value forecasts.

3. (amended) The modeling ~~value analysis~~ method of claim 1 wherein the intangible element of value is selected from the group consisting of relationships, customers, employees, brands, partners and vendors ~~a relationship~~.

4. (amended) The modeling ~~value analysis~~ method of claim 1 that further comprises ~~wherein~~ the use of ~~intangible element of value is~~ a paper document or an electronic display to report the value of the elements of value ~~brand~~.

5. (amended) The modeling method of claim 1 wherein the value of the business is market value. ~~(amended) A value analysis system, comprising:~~

~~means for capturing transaction data concerning a business;~~

~~means for dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible and each element of value contains one or more items, and~~

~~means for modeling the business as a function of the different components of value and the items within the elements of value to provide a value for the elements of value.~~

6. (amended) The modeling method~~value analysis system~~ of claim 1~~5~~ wherein the elements~~intangible element~~ of value contain items that are optionally clustered into sub-elements of value for more detailed analysis~~is a relationship~~.

7. (amended) The modeling method~~value analysis system~~ of claim 1~~5~~ wherein data is obtained from the group consisting~~intangible element~~ of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems~~value is a brand~~.

8. (amended) The modeling method of claim 1 wherein at least a portion of the data is obtained from the Internet.~~(amended) A financial measurement and reporting method, comprising:~~

~~organizing business data by component of value, growth option and element of value where at least one element of value is intangible;~~

~~determining the value of each element of value;~~

~~determining the value of each growth option;~~

~~displaying the business value and the value of each of elements of value and each growth option.~~

9. (amended) The modeling method of claim 1 wherein each enterprise is defined by a revenue component of value.~~(amended) A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 8.~~

10. (amended) The modeling~~financial measurement and reporting~~ method of claim 1~~8~~ wherein the revenue component~~intangible element~~ of value that defines an enterprise

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can include the revenue from~~is~~ a single product, a group of products, a division or an entire company~~relationship~~.

11. (amended) The modeling method of claim 1 wherein each enterprise contains a revenue component of value together with an optional expense component of value and an optional capital change component of value.~~(amended) The financial measurement and reporting method of claim 8 wherein the intangible element of value is a brand.~~

12. (amended) The modeling~~financial measurement and reporting~~ method of claim 18 wherein the value provided for ~~of~~ each element of value~~growth option~~ is for~~determined by using~~ a specified point in time within a sequential series of points in time~~real option algorithm~~.

13. (amended) The modeling~~financial measurement and reporting~~ method of claim 18 wherein one or more elements of ~~the~~ value can be excluded from the calculation if their contribution to the ~~of each element of~~ value of the business can be~~is~~ determined directly~~by its impact on the components of value~~.

14. (amended) The modeling method of claim 1 wherein the value of each element of value to each enterprise is determined by its net impact on the components of value and the other elements of value for that enterprise.~~(amended) A financial measurement and reporting system comprising:~~
~~means for organizing business data by component of value, growth option and element of value where at least one element of value is intangible;~~
~~means for determining the value of each element of value;~~
~~means for determining the value of each growth option;~~
~~means for displaying the business value and the value of each of elements of value and the value of each growth option.~~

15. (amended) The modeling method of claim 1 wherein the composite variables are mathematical or logical combinations of causal item performance indicators and item variables.~~(amended) The system of claim 14 wherein the means for displaying the business value and the value of each of elements of value and the value of each growth option comprises a paper document or an electronic display.~~

16. (amended) The modeling method of claim 1 wherein the method for creating composite variables is determined by the level of interaction between elements of value. ~~(amended) The financial measurement and reporting system of claim 14 wherein the intangible element of value is a relationship.~~

17. (amended) The modeling method of claim 1 wherein the value drivers are selected from the group consisting of item variables and totals, rolling totals, rates of change, averages, rolling averages, trends and time lagged trends derived from numeric and date fields in the item variable data. ~~(amended) The financial measurement and reporting system of claim 14 wherein the intangible element of value is a brand.~~

18. (amended) The modeling method of claim 2 wherein genetic algorithms are used to evolve the predictive models to their optimal configuration. ~~(amended) The financial measurement and reporting system of claim 14 wherein the value of each growth option is determined by using a real option algorithm.~~

19. (amended) The modeling method~~financial measurement and reporting system~~ of claim 2~~14~~ wherein the series ~~value~~ of predictive models further comprises:
    a neural net model to select value driver candidates;
    a model selected from the group consisting~~each element~~ of entropy minimization, lagrange and path analysis models to finalize the value driver selection~~is determined by its impact on the components of value~~.

20. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in ~~(amended) An~~ enterprise ~~modeling method, comprising:~~
    ~~capturing data concerning the operation of an enterprise;~~
~~dividing at least~~ a computer to perform a modeling method, comprising:
    organizing business data by enterprise into ~~portion of~~ the data ~~into three~~ components of value and two or more elements of value where at least one element of value is intangible;
    identifying value drivers by element of value that are causal to changes in the components of value for each enterprise,~~;~~
    summarizing the value drivers into composite variables by ~~for each~~ element of value~~;~~ and

modeling the-enterprise; -as a function of the different composite variables-and modeling the -components of value using said composite variables to determine theto provide a value for-each-of the elements of value to the business by enterprise.

21. (amended) The computer readable mediumenterprise-modeling-method of claim 20 wherein modeling-the intangible element of value is selected from the group consisting of relationships, customers, employees, brands, partners and vendors.enterprise includes:

deriving-one-or-more-element-of-value-weighting-factors-from-the-information-for-each of-the-two-or-more-elements-of-value;

calculating-the-present-value-of-the-components-of-value;-and

weighting-the-information-concerning-the-two-or-more-elements-of-value-according-to the-element-of-value-weighting-factors,-with-the-value-equaling-the-sum-of-the-product of-the-element-of-value-factors-and-the-present-value-of-each-of-the-components-of value.

22. (amended) The computer readable medium of claim 20 that further comprises the use of a paper document or an electronic display to report the value of the elements of value.(amended)-The-enterprise-modeling-method-of-claim-20-wherein-the-intangible element-of-value-is-a-relationship.

23. (amended) The computer readable mediumenterprise-modeling-system of claim 20 wherein the intangible-element-of-value of the business is market valuea-brand.

24. (amended) The computer readable medium of claim 20 wherein the elements of value contain items that are optionally clustered into sub-elements of value for more detailed analysis.(amended)-A-computer-readable-medium-having-computer-executable instructions-thereon-for-causing-a-computer-to-perform-the-method-of-claim-20.

25. (amended) The computer readable medium of claim 20 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.(amended)-An-enterprise-modeling-system,-comprising:

~~capturing data concerning the operation of an enterprise;~~

~~dividing at least a portion of the data into three components of value and two or more~~
~~elements of value where at least one element of value is intangible;~~

~~identifying value drivers by element of value that are causal to changes in the~~
~~components of value,~~

~~summarizing the value drivers into composite variables for each element of value;~~
~~and~~

~~modeling the enterprise as a function of the different composite variables and~~
~~components of value to provide a value for each of the elements of value.~~

26. (amended) The computer readable medium of claim 20 wherein at least a portion of
the data is obtained from the Internet.~~(amended) The enterprise modeling system of~~
~~claim 25 wherein the means for modeling the enterprise includes:~~

~~means for deriving one or more element of value weighting factors from the~~
~~information for each of the two or more elements of value;~~

~~means for calculating the present value of the components of value; and~~

~~means for weighting the information concerning the two or more elements of value~~
~~according to the element of value weighting factors, with the value equaling the sum~~
~~of the product of the element of value factors and the present value of each of the~~
~~components of value.~~

27. (amended) The computer readable medium of claim 20 wherein each enterprise is
defined by a revenue component of value, together with an optional expense component
and an optional capital change component.~~(amended) The enterprise modeling system~~
~~of claim 25 wherein the means for summarizing value drivers into composite variables~~
~~further comprises the use of induction algorithms.~~

28. (amended) The computer readable medium~~enterprise modeling system~~ of claim
20~~25~~ wherein the revenue component~~intangible element~~ of value that defines an
enterprise can include the revenue from~~is~~ a single product, a group of products, a
division or an entire company~~relationship~~.

29. (amended) The computer readable medium of claim 20 wherein each enterprise
contains a revenue component of value together with an optional expense component of

value and an optional capital change component of value.(amended) The enterprise modeling system of claim 25 wherein the intangible element of value is a brand.

30. (amended) The computer readable medium of claim 20 wherein the components of value can be divided into subcomponents of value for more detailed analysis.(amended) The enterprise modeling system of claim 25 where the value drivers are identified using causal models.

31. (amended) The computer readable medium of claim 20 wherein the value provided for each element of value is for a specified point in time within a sequential series of points in time.(amended) The enterprise modeling system of claim 25 where the value drivers are item variables and item performance indicators.

32. (amended) The computer readable medium of claim 20 wherein one or more elements of value can be excluded from the calculation if their contribution to the value of the business can be determined directly.(amended) The enterprise modeling system of claim 25 where the composite variables are combinations of item performance indicators and item variables.

33. (amended) The computer readable medium of claim 20 wherein the value of each element of value to each enterprise is determined by its net impact on the components of value and the other elements of value for that enterprise.(amended) The enterprise modeling system of claim 25 where in modeling the enterprise as a function of the different composite variables and components of value further comprises the use of predictive models to provide a value for the elements of value.

34. (amended) The computer readable medium of claim 20 wherein the composite variables are mathematical or logical combinations of causal item performance indicators and item variables.(amended) The business analysis method of claim 25 where in modeling the enterprise as a function of the different composite variables and components of value further comprises the use of the output from a tournament of predictive models.

35. (amended) The computer readable medium of claim 20 wherein the method for creating composite variables is determined by the level of interaction between elements of value.(amended) A element valuation method method, comprising:

~~organizing enterprise data by component of value, element of value and growth option;~~

~~determining a contribution of each element of value and growth option to a value of the enterprise; and~~

~~displaying a business value and the contribution of each of the elements of value and growth option to a value of the enterprise.~~

36. (amended) The computer readable medium of claim 20 wherein the value drivers are selected from the group consisting of item variables and totals, rolling totals, rates of change, averages, rolling averages, trends and time lagged trends derived from numeric and date fields in the item variable data.~~(amended) A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 35.~~

37. (amended) The computer readable medium of claim 20 wherein sequences of instructions stored therein are optionally used to cause the processors in the computers in a network to perform the financial management method of claim 1.~~(amended) The financial measurement and reporting method of claim 35 wherein the intangible element of value is a relationship.~~

38. (amended) A modeling system, comprising:~~(amended) The financial measurement and reporting method of claim 35 wherein the intangible element of value is a brand.~~
   a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:
      organize business data by enterprise into the components of value and two or more elements of value where at least one element of value is intangible;
      identify value drivers by element of value that are causal to changes in the components of value for each enterprise,
      summarize the value drivers into composite variables by element of value and enterprise; and
      model the components of value using said composite variables to determine the value of the elements of value to the business by enterprise.

39. (amended) <u>A computer implemented evaluation method</u>~~An element valuation system~~, comprising:

~~means for~~ organizing <u>business</u>~~enterprise~~ data by component of value, element of value<u>,</u> ~~and~~growth option <u>and enterprise;</u>~~;~~

~~means for~~ determining <u>the value</u>~~a contribution~~ of each element of value and growth option to a value of the <u>business</u>~~enterprise~~; and

<u>reporting the business</u>~~means displaying the~~ ~~enterprise~~ value and the <u>value</u>~~contribution~~ of each element of value and growth option ~~to a value of the enterprise~~.

40. (amended) <u>The computer implemented evaluation method of claim 39 wherein the elements of value are selected from the group consisting of relationships, customers, employees, brands, partners, production equipment and vendors.</u>~~(amended) The system of claim 40 wherein the means for reporting comprises a paper document or an electronic display.~~

41. (amended) The <u>computer implemented evaluation method</u>~~system~~ of claim <u>39</u>~~40~~ wherein the <u>method for reporting the value of the business, the growth options and the elements</u>~~intangible element~~ of value is a <u>paper document or an electronic display</u>~~relationship~~.

42. (amended) The <u>computer implemented evaluation method</u>~~system~~ of claim <u>39</u>~~40~~ wherein the ~~intangible element of~~ value <u>of the business</u> is <u>market value</u>~~a brand~~.

43. (amended) <u>The computer implemented evaluation method of claim 39 wherein the elements of value contain items that are optionally clustered into sub-elements of value for more detailed analysis.</u>~~(amended) A method of estimating a market value of an enterprise, comprising:~~

~~calculating the value of the current operation of the enterprise;~~

~~calculating the value of the growth options of the enterprise; and~~

~~estimating the value of the enterprise by using the historical relationship between the value of the enterprise current operation and growth options and the market value of the enterprise.~~

44. (amended) The computer implemented evaluation method of claim 39 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.(amended) The method of claim 43 wherein the relationship between the value of the current operation and growth options and the market value of the enterprise is determined using a regression analysis

45. (amended) The computer implemented evaluation method of claim 3943 wherein at least a portionthe value of the data is obtained from the Internetgrowth options are determined using a real option algorithm.

46. (amended) The computer implemented evaluation method of claim 39 wherein the value provided for each element of value and growth option is for a specified point in time within a sequential series of points in time.(amended) A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 43.

47. (amended) The computer implemented evaluation method of claim 39 wherein the value of each element of value to the business is determined by its net impact on the components of value and the other elements of value for that business.(amended) A system for estimating a market value of an enterprise, comprising:
    means for calculating the value of the current operation of the enterprise;
    means for calculating the value of the growth options of the enterprise; and
    means for estimating the value of the enterprise by using the historical relationship between the value of the enterprise current operation and growth options and the market value of the enterprise.

48. (amended) The computer implemented evaluation methodsystem of claim 3947 wherein the relationship between the value of eachthe current operation and growth optionoptions and the market value of the enterprise is calculateddetermined using a dynamic programming algorithm.regression analysis

49. (amended) The computer implemented evaluation methodsystem of claim 39 that further comprises:

deriving enterprise current operation cash flow from47 ~~wherein~~ the components of value;

identifying ~~of the growth options are determined using~~ a historical relationship between enterprise market value and the value of enterprise growth options and current operation cash flow; and
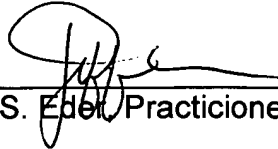
using the historical relationship and forecasts of current operation cash flow and growth~~real~~ option values to forecast future business market value.~~algorithm.~~

REMARKS

The Applicant respectfully requests consideration of the present application as amended herewith.

Respectfully submitted,

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